

ABSTRACT OF DISCLOSURE

Areas of emissive regions corresponding to different color components are changed based on an emission luminance of an emissive element such as an EL element which is made of the same material and which has the same emission spectrum, efficiencies (transmission efficiency or color conversion efficiency) of color modifying elements such as color filters and color changing films, and required luminance of each of different color components necessary for obtaining white color in full-color display. This structure facilitates setting of the density of current supplied to an EL element corresponding to each emissive region to substantially the same value among the different emissive regions, which allows for realization of uniform rate of degradation of luminance, that is, lifetime in each emissive region.

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